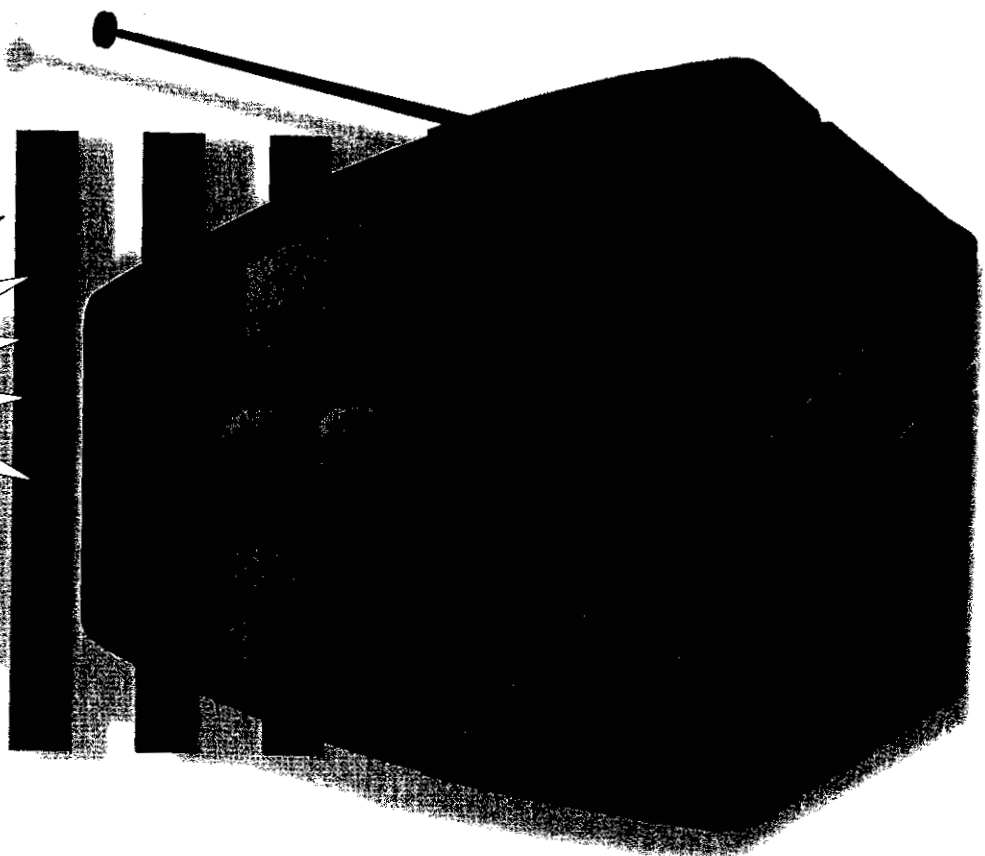


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2002 Radio County Coverage

Based on Diaries from 2001

Alaska

2002 Radio County Coverage - Based on Diaries from 2001

ARBITRON

Federal Communications Commission

Docket No. EB-02-21 Exhibit No. PCI #3

Presented by PCI

Disposition { Identified 9/26/02
Received 9/26/02
Rejected _____

Reporter Edna S. Thomas

Date 9/26/02

2002 Radio County Coverage

Based on Diaries from 2001

2001 Survey Schedule

Winter 2001
January 4 - March 28

Spring 2001
March 29 - June 20

Summer 2001
June 28 - September 19

Fall 2001
September 20 - December 12

Description of Methodology (available at www.arbitron.com/downloads/radiodom.pdf) and *Arbitron Radio County Coverage Description of Methodology* (available at www.arbitron.com/downloads/ccdom.pdf). In the event that the methodology for this report differs from *Arbitron Radio Description of Methodology*, the description of methodology contained herein is applicable for the Radio County Coverage reports.

The radio markets referenced throughout these reports are those defined and in effect for the Spring 2001 survey period. The Designated Market Areas (DMA®) referenced in these reports are those in effect for the Fall 2001 survey period, as defined and updated annually by Nielsen Media Research, Inc., based on historical television viewing patterns.

Population Estimates

Population estimates are based on 1990 Census data, updated and projected to January 1, 2001, by Market Statistics, a division of Claritas, Inc. Projections for whole-county totals are updated from Census 2000. Discrete sex/age or split county proportions (zip code-level estimates) are updated from the 1990 Census.

Rating Distortion/Rating Bias

Violations of Rating Distortion/Rating Bias reported in Radio Market Reports are generally not noted in this report. However, Arbitron does reserve the right to cite violations of Rating Distortion/Rating Bias in this report as deemed necessary. If you have any questions, contact your Arbitron County Coverage representative.

This Report Not Accredited by the MRC

This report is not part of a regular syndicated rating service accredited by the Media Rating Council (MRC). Arbitron does provide syndicated services which are accredited by the MRC.

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Warning

All Arbitron audience estimates and Arbitron maps are proprietary and confidential.

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Preface

The Radio County Coverage service reports radio audience listening estimates by county. The reports are intended to aid radio stations, advertisers and agency clients of Arbitron in evaluating audience size on a county level and total estimated audience for a radio station.

All audience estimates are approximations subject to the statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition. The statistical reliability of the information provided may vary from county to county.

All counties in the contiguous United States in addition to counties associated with Puerto Rico, Alaska and Hawaii are sampled.

In-tab diaries from the 2001 survey periods for a county are combined and processed for these reports. The estimates are based on listening information recorded by persons 12 years of age and older in seven-day diaries which are tabulated from these counties in one or more of the 2001 survey periods.

A description of Arbitron's methodology used for these reports is found on page M1 at the back of this report. For more detail on Arbitron's methodology, see the separate publications titled *Arbitron Radio*

How to Read the County Report

1► STATE NAME

2► COUNTY:
COUNTY NAME

3► HOME RADIO METRO(S):
HOME MARKET

4► TELEVISION DMA:
HOME TV DMA

5► POPULATION 12+: 23,400

6► IN-TAB: 60

7► ETHNIC WGT: NONE

METRO(S)			10► MONDAY - SUNDAY 6AM - MID					10► MONDAY - FRIDAY 6AM - 7PM					
8► STATION	COUNTY/STATE OF LICENSE ◀9		11►	CUME (00)	RTG	12►	AQH RTG SHR	13► CTY SHR	CUME (00)	RTG	AQH RTG SHR	CTY SHR	
HOME METRO													
KAAA	TREE	ST		32	13.7	.9	6.7	100.0	32	13.7	.9	5.7	100.0
KBBB	TREE	ST		112	47.9	3.8	30.0	100.0	112	47.9	4.7	31.4	100.0
KCCC	FLOWER	ST		85	36.3	3.4	26.7	2.5	81	34.6	3.8	25.7	2.5
14► METRO SHARE CONTRIBUTION							63.4		62.8				
NON-METRO													
KGGG	ELM	ST		43	18.4	.9	6.7	100.0	43	18.4	1.2	8.6	100.0
KHHH	ELM	ST		28	12.0	.9	6.7	100.0	28	12.0	1.2	8.6	100.0
15► NON-METRO SHARE CONTRIBUTION							13.4		17.2				
OTHERS ◀16							10.0		8.6				
17► COUNTY TOTALS				CUME (00) 211					CUME (00) 211				
				CUME RTG 90.2					CUME RTG 40.2				
				AQH (00) 30					AQH (00) 35				

1► STATE NAME

State of county or cluster of counties.

2► COUNTY

The county name or, if applicable, the cluster name followed by the names of the counties included in the cluster.

3► HOME RADIO METRO(S)

The Radio Metro Survey Area(s), if applicable, to which the county or cluster is assigned.

4► TELEVISION DMA*

The higher-ranked Television Designated Market Area (DMA*) to which the county has been assigned.

5► POPULATION 12+

The Persons 12+ population estimate of the county or cluster for which audience estimates are reported (see "Limitations," Page M2, Paragraph 9g).

6► IN-TAB

The number of usable diaries tabulated in producing this report.

7► ETHNIC WGT (ETHNIC WEIGHTING)

Indicates the type of ethnic weighting used for the county.

NONE = No ethnic weighting.

BL, OT = Sample weighting used for Black and non-Black populations.

HI, OT = Sample weighting used for Hispanic and non-Hispanic populations.

BL, HI, OT = Sample weighting used for Black, Hispanic and other populations.

8► STATION

Home Metro

Stations that meet the Minimum Reporting Standards for the county or cluster and are home to a Metro are listed by Metro name.

Non-Metro

Stations that meet Minimum Reporting Standards for the county or cluster and are not home to a Metro.

9► COUNTY/STATE OF LICENSE

The county and state of license is listed for each station. (Refer to the City Reference in the back of this report for the station's city of license or city of identification.)

10► DAYPARTS

The two time periods for which audience estimates are reported (Monday-Sunday 6AM-Midnight and Monday-Friday 6AM-7PM).

11► CUME

(00) (Cume Persons)

Cume audience estimate of Persons 12+ expressed in hundreds (00). A blank space indicates a Cume Persons estimate of less than 50 persons.

Cume Rtg (Cume Rating)

Cume audience estimate of Persons 12+ expressed as a percentage of the Persons 12+ county population. A dash indicates a Cume Rating of less than 0.05.

12► AQH

AQH Rtg (Average Quarter-Hour Rating)

Average Quarter-Hour Persons 12+ estimate expressed as a percentage of the Persons 12+ county population. A dash indicates an Average Quarter-Hour Rating of less than 0.05.

AQH Shr (Average Quarter-Hour Share)

Average Quarter-Hour Persons 12+ estimate expressed as a percentage of the county total estimated Average Quarter-Hour listening. A dash indicates an Average Quarter-Hour Share of less than 0.05.

13► CTY SHR (COUNTY SHARE)

Average Quarter-Hour Persons 12+ estimate expressed as a percentage of the station's total Average Quarter-Hour listening estimate. A dash indicates a County Share of less than 0.05.

14► METRO SHARE CONTRIBUTION

The Average Quarter-Hour share of the county or cluster listening is listed for each Metro.

15► NON-METRO SHARE CONTRIBUTION

The Average Quarter-Hour share of listening in the county or cluster to stations not home to a Metro.

16► OTHERS

Total listening to stations not meeting Minimum Reporting Standards and unidentified listening for the county or cluster.

17► COUNTY TOTALS

The estimated Cume Persons, Cume Rating and Average Quarter-Hour Persons for the total county or cluster.

For further information, see "Understanding and Using County Coverage" on Page

2002 Radio County Coverage

Based on Diaries from 2001

County Report

Listening estimates for stations by
county or county cluster within the
state.

2002 Radio County Coverage Based on Diaries from 2001

County Report

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ALASKA

COUNTY:

KENAI PENINSULA

HOME RADIO METROS:

POPULATION 12+: 39,800

IN-TAB: 126

TELEVISION DMA:
ANCHORAGE

ETHNIC WGT: NONE

METRO(S) STATION COUNTY/STATE OF LICENSE			MONDAY - SUNDAY 6AM - MID					MONDAY - FRIDAY 6AM - 7PM				
			CUME		AQH		CTY SHR	CUME		AQH		CTY SHR
			(00)	RTG	RTG	SHR		(00)	RTG	RTG	SHR	
ANCHORAGE												
KAFC-F	ANCHORAGE	AK	34	8.7	.7	5.0	18.2	34	8.7	.9	5.5	19.3
KBYR-A	ANCHORAGE	AK	10	2.4	-	.3	3.1	10	2.4	-	.3	2.4
KENI-A	ANCHORAGE	AK	21	6.2	.1	1.1	2.8	11	2.8	.2	1.3	2.8
KFAT-F	ANCHORAGE	AK	12	3.0	.2	1.5	3.1	12	3.0	.2	1.2	2.6
KFQD-A	ANCHORAGE	AK	11	2.9	.3	2.3	7.6	11	2.9	.5	2.7	7.0
KHAR-A	ANCHORAGE	AK	9	2.4	-	.3	1.6	5	1.3	-	.1	.6
KWHL-F	ANCHORAGE	AK	12	3.1	.2	1.3	3.1	12	3.1	.2	1.2	2.9
METRO SHARE CONTRIBUTION						11.8					12.3	
NON-METRO												
KGTL-A	KENAI PENINSULA	AK	31	7.9	.6	4.4	100.0	31	7.9	.8	4.8	100.0
KKIS-F	KENAI PENINSULA	AK	56	14.2	.2	1.9	100.0	43	10.8	.3	1.7	100.0
KPEN-F	KENAI PENINSULA	AK	110	27.5	2.2	17.1	100.0	96	24.1	3.1	18.2	100.0
KPFN-F	KENAI PENINSULA	AK	12	2.9	.5	4.1	100.0	12	2.9	.3	2.0	100.0
KSLD-A	KENAI PENINSULA	AK	13	3.4	.1	.4	100.0	8	2.1	-	.3	100.0
KSRM-A	KENAI PENINSULA	AK	38	9.5	.3	2.6	100.0	33	8.3	.4	2.1	100.0
KWHQ-F	KENAI PENINSULA	AK	33	8.3	.3	2.2	100.0	29	7.3	.4	2.2	100.0
KWV-F	KENAI PENINSULA	AK	139	35.0	3.5	26.9	100.0	120	30.1	4.5	26.3	100.0
KXBA-F	KENAI PENINSULA	AK	50	12.5	.7	5.1	100.0	50	12.5	1.1	6.2	100.0
NON-METRO SHARE CONTRIBUTION						64.7					63.8	
OTHERS						23.6					23.9	
COUNTY TOTALS												
			CUME (00)			376		CUME (00)			368	
			CUME RTG			94.4		CUME RTG			92.4	
			AQH (00)			52		AQH (00)			68	

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